

## Crown Forklift Part

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke created the Crown corporation in 1945. Carl's son, James F. Dicke joined the family business later that year. Presently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head at the moment, becoming the fourth generation of the Dicke descendants to uphold this position.

Now an internationally diversified company, Crown originally designed temperature controls for coal burning furnaces, servicing a small client base. The assembly of these control units took place in a former hardware store located in New Bremen, Ohio, where Crown's head office currently remain.

In 1949, responding to the public's rising interest in TV, Crown moved into the making of antenna rotators. This product was utilized to enhance television reception and picture quality. The company's lucrative move enabled them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the global demand for TV antenna rotators.

Crown soon diversified its production to incorporate the restoration of mechanized and electrical components for private and government use in the early 1950's. After numerous successful bids inside a brief period of time, the company had developed a respectable business in this field.

Flexibility and success dominated Crown's ability to diversify once again. In 1957, production into the materials handling industry started with lift truck manufacturing. The organization believed the industry demanded a smaller line of first-class quality lift trucks. Crown promptly produced an exceptional range of contemporary equipment and swiftly grew to be the most rapidly evolving material handling organization with its range of products.

By 1966, Crown had ventured into the international material handling marketplaces by opening up shop in Sydney, Australia. Sydney is at this time a regional head office for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering market leader today, supported by exceptional operations, solid sales and solid manufacturing operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish manufacturing facility from a German Company, Steinbock. There they started to assemble PTH hand pallet trucks. Later on that same year, Crown began their first London operation stationed nearby Heathrow Airport. The sales and service operation of Crown's comprehensive lift truck line was available in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing forklifts across Europe through autonomous sellers.

Currently, Crown manufactures a massive fleet of electric forklifts. The company's vendor network, located in key international markets, consists of both Crown-owned and independently-owned sellers. They are accountable for handling the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen Ohio, which offer promotional sales and national advertising support to all of their sellers and sales personnel. Crown sellers and sales personnel are trained in-house in many disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of international sellers and Crown-owned sellers effectively operate in nearly 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, Ohio; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Ohio; and New Bremen, Ohio. Serving their expanding overseas markets, Crown has production facilities in Sydney, Australia (since 1966); Queretaro, Mexico (since 1973); Roding, Germany (since 1986); and Suzhou, China (since 2006). Crown also owns branch sales and service center operations in more than 30 locations in the USA. International branch sales and service center operations consist of locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Through its numerous client base on all sides of the world, Crown has built an first-rate reputation as a producer of progressive, safe and reliable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain credit for innovation and top design excellence. Just to illustrate, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials handling professionals. Today, this design has acquired widespread acceptance and earned a Design of the Decade award from the International Design Society of America. Once again, more than thirty years later, the 5200S Series Reach Truck is another industry original, providing the operator with many comfort alternatives to lean, sit or stand, along with its unparalleled productivity capability.